



Soufrière Regional Development Foundation · Bay Street · St. Lucia · 459.7200 · www.soufrierefoundation.org

**PRESS RELEASE
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SOUFRIERE RESIDENTS BENEFIT FROM 4 DAYS TRAINING

SOUFRIÈRE, ST. LUCIA – Residents of the town of Soufriere were very fortunate to have benefitted from 4 days of training put together by the Soufriere Regional Development Foundation (SRDF) and the St. Lucia Coalition of Services Industries (SLCSI). During her opening remarks, Yvonne Agard, Executive Director of the Coalition, stated that, “The overarching goal of the training initiatives was to strengthen the capacity of the residents to manage the affairs of the community and to introduce world class standards to the modus operandi of local service-oriented businesses.”

The **Association Management** workshop which was held on November 23rd and 24th was facilitated by Cynthia Alexander of CEA Coaching and Consultancy and Vela Samuel. This workshop was organized to strengthen the capacity of executive members and directors to conduct the business of their organizations and inevitably improve its performance. At the end of the workshop participants were expected to be able to appreciate and execute roles of foresight, strategic thinking, etc; understand the roles of the executive board and management; develop a workplan; plan and conduct meetings, etc. In attendance were a total of sixteen (16) executive members from local organizations such as: Gros Piton Nature Tours, Soufriere Fishermen’s Cooperative, Chateau Belair Development Committee, Zenon Youth Organization and ICAN Youth Group.

Dominic Alexander, General Manager of the Soufriere Foundation had this to say about the training, “We at the Soufriere Foundation believe that if we can strengthen the ability of executive members of the different associations, they will be better able to guide their members and function more efficiently; they will be also be better placed to make a contribution to the development of the community and by so doing make Soufriere a better place.”

On November 25th and 26th, employees of several small resorts and restaurants were in attendance at the **Customer Service Workshop**. This workshop was designed to improve the overall quality of service provided by employees of these organizations to their customers. Twenty-five (25) participants from La Haut Plantation, Hummingbird Beach Resort, Gros Piton Nature Trail, Gee’s Bon Manje, Tet Paul Nature Trail, Soufriere Fishermen’s Cooperative, Stone field Estate, Mago Estate, Fond St. Jacques Development Committee, Sulphur Spings Park and the Soufriere Explorers Tour Guides Association attended the workshop.

Tamancia Francois, a tour guide at the Sulphur Springs Park expressed her appreciation to Tudor Enterprises the facilitators of the workshop, "I am very thankful for this workshop, and there were a lot of things that I never took into consideration when dealing with customers but I will definitely practice what I have learnt to improve the quality of the tours that I offer."

The Soufriere Foundation is a non-profit company located in Soufriere whose mandate is to undertake social, cultural, human resource, tourism and infrastructural development in the Soufriere area. Presently, the organization is partnering with the Forestry Department to redevelop the trail and construct a gazebo and office building at the Edmund Rainforest, and construct a vending village at Toraille, Soufriere. Most recently, the organisation has been actively involved in negotiations with cruise ship owners to utilize Soufriere as a port of call.

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If you would like more information about this topic, or schedule an interview with Mr. Alexander, please call 459-7200/7201/5212.

Enclosed

Photo by Peter Jackson